RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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August 23, 1996

RJR Account #«SIS»
«NAME»
«ACCOUNT»

OCTOBER SALEM B2G2F / PROMOTION #601934

Dear «GREETING»:

SALEM B1G1F product has been ordered (see quantities listed below), as well as **«SKUS»** skus of B2G2F sleeves (Item #517322) to pack and ship this promotion to your participating retail accounts. ***«COMMENTS»*** All additional pertinent promotional information is listed below:

	SALEM	#/ (6M) Cases
UPC Code	Brand Style	B1G1F
12300-23597	*King*	**«STYLE1»**
12300-23650	*100*	**«STYLE1»**
12300-23651	*Light*	**«STYLE1»**
12300-23652	*Light 100*	**«STYLE1»**

«PO»

Product / Premium Arrival:	**September «SHIPDATE», 1996**
Ship Date to Retail:	**Week of: September 30, 1996**
SKU CUBE:	**1.3380**
SKU WT (w/o Product):	**3.0000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$«EFT»**
Non-EFT $ Amount:	**$«NONEFT»**

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Source: https://www.industrydocuments.ucsf.edu/docs/kzym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/kzym0000

WHOLESALER : 495892 CONSUMER PRODUCTS DISTR., INC. <DIRECT>
TEMPLATE : 601934 610-00 SAL OCT B2G2F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	VAP WHSLR DESC
122208		720234	SNAXX PLUS	298 BOSTON POST R	MILFORD	CT	06460	1				495892 CONSUM
122208	122222	434410	BUCK STOP	1065 BRIDGEPORT A	MILFORD	CT	06460	1		5464-0000	097550	495892 CONSUM
122209	122222	597816	BUCK STOP	456 MAIN ST	MONROE	CT	06468	1		5464-0000	097600	495892 CONSUM
122208	122222	380404	BUCK STOP	208 NEW HAVEN AVE	DERBY	CT	06418	2		5464-0000	097428	495892 CONSUM
122205	122221	629189	MIKES MOBIL MART	600 WASHINGTON BL	STAMFORD	CT	06901	2				495892 CONSUM
122208	122221	664363	EZ MART	404 BOSTON POST R	ORANGE	CT	06477	2			587451	495892 CONSUM

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 9

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 9

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WHOLESALER PACKING INSTRUCTIONS

VALUE-ADDED PROMOTIONS – 4TH QTR. '96

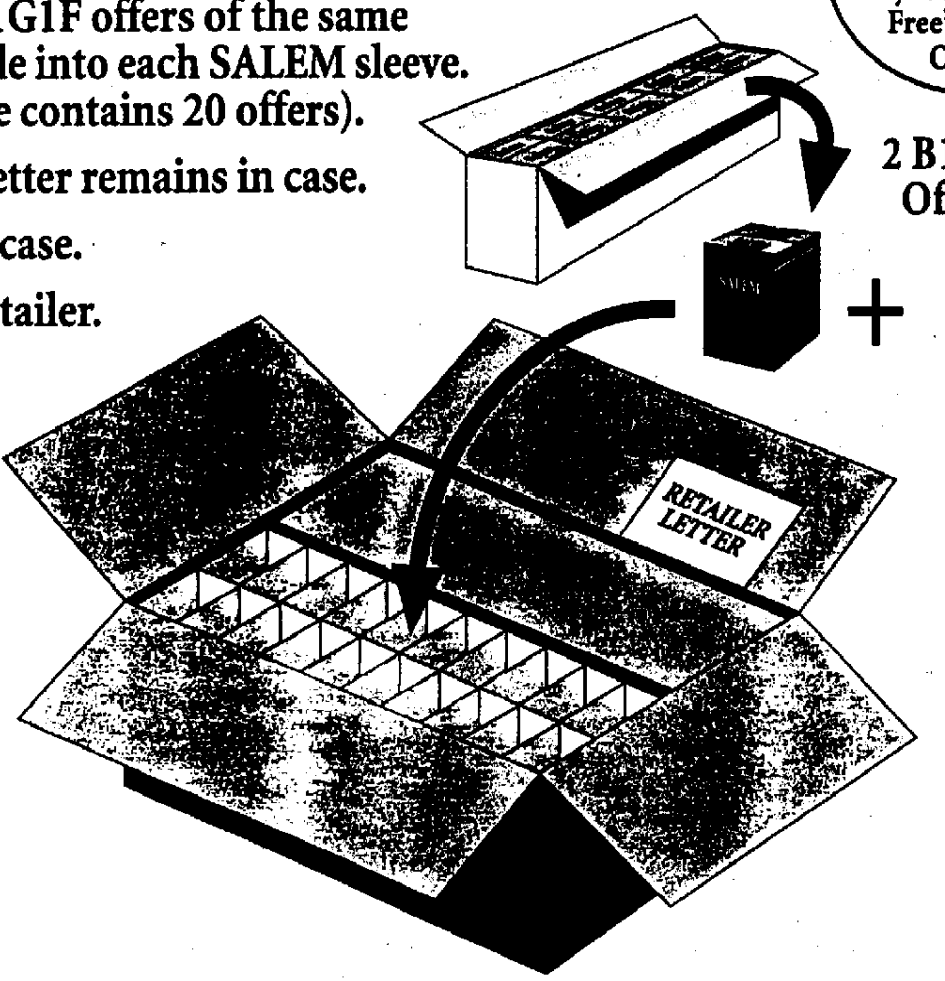
October SALEM Partners B2G2F (Buy 2 Packs Get 2 Packs Free)

(NY Metro, Philadelphia, Pittsburgh, Atlanta, Florida, Dallas, Richmond, Chicago, Detroit & St. Louis Regions ONLY)

STEPS

1. Open SALEM B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each SALEM sleeve. (Each case contains 20 offers).
3. Retailer letter remains in case.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" SALEM Offers.



Item: #517322
Description: SALEM October B2G2F Sleeves w/POS

Brand Style	King	100	Light	LT 100	X	X
Number of Cartons	1	1	1	1		

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